1. (currently amended)   A method comprising:

adding a category from a first set of broadcasted programs _provided by a media provider_ to a second set of categories of broadcasted programs in response to a selecting of the category from the first set or a broadcasted program viewing device being tuned, for a period of time at least equal to a first predetermined threshold, to at least one broadcasted program predetermined to be in the category from the first set

determining a demographic profile based on the second set; and

selecting a first advertisement based on the demographic profile.

2. (original) The method of claim 1, further comprising:

displaying the first advertisement with an interactive programming guide.

3. (original) The method of claim 1, further comprising:

transmitting the second set to a unit at a head end of a broadcasting system.

4. (original) The method of claim 1, further comprising:

receiving a set of advertisements including the first advertisement.

5. (original) The method of claim 1, further comprising:

removing a category from the second set in response to a selecting of the category from the second set or the broadcasted program viewing device not being tuned, for a period of time at least equal to a second predetermined threshold, to at least one broadcasted program predetermined to be in the category from the second set.

6. (original) The method of claim 1, further comprising:

verifying the adding of the category from the first set to the second set.

7. (currently amended) A ~~machine-readable medium that provides instructions that, when executed by a machine~~, computer-readable medium encoded computer executable instructions, that when executed by the computer cause the machine to perform operations comprising:

adding a category from a first set of broadcasted programs provided by a media provider to a second set of categories of broadcasted programs in response to a selecting of the category from the first set or a broadcasted program viewing device being tuned, for a period of time at least equal to a first predetermined threshold, to at least one broadcasted program predetermined to be in the category form the first set;

determining a demographic profile based on the second set; and

selecting an advertisement based on the demographic profile.

8. (currently amended)   The computer-readable medium encoded computer executable instructions ~~machine-readable medium~~ of claim 7, wherein operations further comprise:

displaying the advertisement with an interactive programming guide.

9. (currently amended)   The computer-readable medium encoded computer executable instructions ~~machine-readable medium~~ of claim 7, wherein operations further comprise:

transmitting the second set to a unit at a head end of a broadcasting system.

10. (currently amended) The computer-readable medium encoded computer executable instructions ~~machine-readable medium~~ of claim 7, wherein operations further comprise:

receiving a set of advertisements including the first advertisement.

11. (currently amended) The computer-readable medium encoded computer executable instructions ~~machine-readable medium~~ of claim 7, wherein operations further comprise:

removing a category from the second set in response to a selecting of the category from the second set or the broadcasted program viewing device not being tuned, for a period of time at least equal to a second predetermined threshold, to at least one broadcasted program determined to be in the category from the second set.

12. (currently amended) The computer-readable medium encoded computer executable instructions ~~machine-readable medium~~ of claim 7, wherein operations further comprise:

verifying the adding of the category from the first set to the second set.

13. (canceled)

14. (canceled)

15. (canceled)

16. (canceled)

17. (canceled)